

EC'd No Last Received: 08/07/2012 11:58 AM Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
 Advertiser () POLITICAL ISSUE GROU
 Product AMBR. 4 PROSPERITY
 Estimate# 1166
 Buyer ANNE BRAUNSCHEIDEL
 Agency () MENTZER MEDIA SERVICES
 600 FAIRMOUNT AVE, SUITE 306
 TOWSON, MD 21286
 Agency C/P1/P2/E //1166
 Flight Dates 08/08/2012 - 08/14/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () ALEXANDRA BRADLEY
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHECK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	6A-7A	NEWS	:30	\$900.00	08/08-08/10	3	1	3	\$2,700.00	
	2	W-F	6P-630P	NEWS	:30	\$1,600.00	08/08-08/10	2	1	2	\$3,200.00	
	3	W-F	7P-730P	NEWS <i>NEWS I AM ELEANOR</i>	:30	\$1,200.00	08/08-08/10	3	1	3	\$3,600.00	
	4	W-SU	11P-1135P	NEWS	:30	\$1,800.00	08/08-08/12	2	1	2	\$3,600.00	
	5	M-TU	6A-7A	NEWS	:30	\$900.00	08/13-08/14	2	1	2	\$1,800.00	
	6	M-TU	6P-630P	NEWS	:30	\$1,600.00	08/13-08/14	2	1	2	\$3,200.00	
	7	M-TU	7P-730P	NEWS	:30	\$1,200.00	08/13-08/14	2	1	2	\$2,400.00	
	8	M-TU	11P-1135P	NEWS	:30	\$1,800.00	08/13-08/14	1	1	1	\$1,800.00	

---REPORT TOTALS---

Report Totals: 17 / \$22,300.00

Rep Order# 9784820 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/07/2012 12:36 PM
Last Received: 08/07/2012 11:58 AM
Showing Buylines: All Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product AMER. 4 PROSPERITY
Estimate# 1166
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1166
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---SALES MONTHLY TOTALS---

Aug 12: 17 / \$22,300.00

Sales Totals: 17 / \$22,300.00

Station Totals: 17 / \$22,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$76,897

CABL 0%	ERRC 0%	UNKN 0%	WBQC 0%	WCPO 33%
WKRC 29%	WLWT 30%	WSTR 0%	WXIX 8%	

---COMPETITIVE COMMENTS---

OLYMPICS ON WLWT

Books null
Demos RA35+

Spot Manager: All, 08/08/12-08/14/12

Date	Weekday	Air Time	Length	Rate	Priority/Ad-ID	Inv. Code (Booked)	Time Period	Order Product	Estimate #	Spot #	AE
------	---------	----------	--------	------	----------------	--------------------	-------------	---------------	------------	--------	----

Advertiser: Americans for Prosperity
Agency: Mentzer Media Services
Station: WKRC-TV
Order: 47676

Line: 1

08/09/12	Thursday	6:12:27 AM	:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1166	3 MWASI		
08/08/12	Wednesday		:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1166	2 MWASI		
08/10/12	Friday		:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1166	1 MWASI		
\$2,700.00										

Line: 2

08/08/12	Wednesday	6:19:02 PM	:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1166	2 MWASI		
08/10/12	Friday		:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1166	1 MWASI		
\$3,200.00										

Line: 3

08/10/12	Friday		:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1166	2 MWASI		
08/09/12	Thursday		:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1166	3 MWASI		
08/08/12	Wednesday	7:11:12 PM	:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1166	1 MWASI		
\$3,600.00										

Line: 4

08/09/12	Thursday		:30	\$1,800.00 P-2	11p M-Su Local 12 News	11:00 PM-11:35 PM	FAMER. 4 PROSPE 1166	2 MWASI		
08/12/12	Sunday		:30	\$1,800.00 P-2	11p M-Su Local 12 News	11:00 PM-11:35 PM	FAMER. 4 PROSPE 1166	1 MWASI		
\$3,600.00										

Line: 5

08/13/12	Monday		:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1166	1 MWASI		
08/14/12	Tuesday		:30	\$900.00 P-1	6a Good Morn Cincinnati	6:00 AM-7:00 AM	AMER. 4 PROSPE 1166	2 MWASI		
\$1,800.00										

Line: 6

08/14/12	Tuesday		:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1166	1 MWASI		
08/13/12	Monday		:30	\$1,600.00 P-2	6p Local 12 News at Six	6:00 PM-6:30 PM	AMER. 4 PROSPE 1166	2 MWASI		
\$3,200.00										

Line: 7

08/14/12	Tuesday		:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1166	1 MWASI		
08/13/12	Monday		:30	\$1,200.00 P-2	M-F 7p-730p	7:00 PM-7:30 PM	AMER. 4 PROSPE 1166	2 MWASI		
\$2,400.00										

Line: 8

08/14/12	Tuesday		:30	\$1,800.00 P-2	11p M-F Local 12 News	11:00 PM-11:35 PM	FAMER. 4 PROSPE 1166	1 MWASI		
\$1,800.00										

[Filtered by:] [Sorted by: Station]